

II. Complete Listing of All Pending Claims:

Claims 1-9 (withdrawn)

SUB B17
10. (Currently amended) A document delivery system for delivery of documents to a reader via a network, comprising:
a knowledge module containing profile information, including at least reader profile information;
an edit module containing first content and second content; and
a transmission module for
transmitting the first content and the second content to a reader for display based upon the profile information, and
transmitting at least a portion of the reader profile information for display to the reader, wherein
the reader profile information includes one or more type of denied data

Claims 11-12 (canceled)

13. The document delivery system recited in claim 10, wherein the profile information includes advertisement profile information corresponding to the second content.

14. (Currently amended) The document delivery system recited in claim 13, wherein the advertisement profile information includes one or more types of information selected from the group consisting of: global advertisement advertiser profile information and specific advertisement profile information.

15. (Currently amended) The document delivery system recited in claim 10, wherein the reader profile information includes one or more types of information selected from the group consisting of: behavior profile information and voluntary profile information.

Claim 16 (canceled)

17. The document delivery system recited in claim 10, wherein the transmission module further transmits an interface usable by the reader to modify the reader profile information.

18. The document delivery system recited in claim 17, wherein the interface is a universal resource locator for a page usable by the reader to modify the reader profile information.

19. (Currently amended) A method of delivering informational content to a reader, comprising:

receiving profile information, including at least reader profile information identifying content preferences for the reader;

receiving first content;

receiving second content; and

transmitting to a reader

the first content and the second content based on the profile information, and

at least a portion of the reader profile information, wherein the reader profile information includes one or more type of denied data.

Claims 20-21 (canceled)

22. The method of delivering content to a reader recited in claim 19, wherein the profile information includes advertisement profile information corresponding to the second type of content.

23. (Currently amended) The method of delivering content to a reader recited in claim 22, wherein the advertisement profile information includes one or more types of information selected from the group consisting of: global advertisement advertiser profile information and specific advertisement profile information.

24. (Currently amended) The method of delivering content to a reader recited in claim 19, wherein the reader profile information includes one or more types of information selected from the group consisting of: behavior profile information and voluntary profile information.

Claim 25 (canceled)

26. The method of delivering content to a reader recited in claim 19, further including displaying an interface usable by the reader to modify the reader profile information.

27. The method of delivering content to a reader recited in claim 26, wherein the interface is a universal resource locator for a page usable by the reader to modify the reader profile information.

28. (Currently amended) A method of receiving content to read, comprising:

- receiving a display of first content;
- receiving a display of second content; and
- receiving a display of profile information, including at least reader profile information, related to the first or second content, wherein the reader profile information includes one or more type of denied data.

Claims 29-30 (canceled)

31. The method of receiving content recited in claim 28, wherein the profile information includes advertisement profile information corresponding to the second type of content.

32. (Currently amended) The method of receiving content recited in claim 31, wherein the advertisement profile information includes one or more types of information selected from the group consisting of: global advertisement advertiser profile information and specific advertisement profile information.

33. (Currently amended) The method of receiving content recited in claim 28, wherein the reader profile information includes one or more types of information selected from the group consisting of: behavior profile information and voluntary profile information.

Claim 34 (canceled).

35. The method of receiving content recited in claim 28, further including receiving an interface usable by the reader to modify the reader profile information.

36. The method of receiving content recited in claim 35, wherein the interface is a universal resource locator for a page usable by the reader to modify the reader profile information.

37. (Currently amended) An apparatus for delivering documents to a reader via a network, comprising:
knowledge storage means for storing profile information, including at least reader profile information;
edit means for storing at least one of first content and second content;
and
transmission means for
transmitting the first content and the second content to a reader for display based upon the profile information, and
transmitting at least a portion of the reader profile information for display to the reader, wherein
the reader profile information includes one or more type of denied data.

Claims 38-39 (canceled)

40. The apparatus recited in claim 37, wherein the profile information includes advertisement profile information corresponding to the second content.

41. (Currently amended) The apparatus recited in claim 40, wherein the advertisement profile information includes one or more types of information selected from the group consisting of: global [advertisement] advertiser profile information and specific advertisement profile information.

42. (Currently amended) The apparatus recited in claim 37, wherein the reader profile information includes one or more types of information selected from the group consisting of: behavior profile information and voluntary profile information.

Claim 43 (canceled)

44. The apparatus recited in claim 37, wherein the transmission means also transmits an interface usable by the reader to modify the reader profile information.

45. The apparatus recited in claim 44, wherein the interface is a universal resource locator for a page usable by the reader to modify the reader profile information.

46. (Currently amended) The apparatus of claim 44 wherein said edit means is ~~comprised of~~ comprises a computer.

47. (Currently amended) The apparatus of claim 44 wherein said knowledge storage means ~~comprised of~~ comprises of a computer.

48. (Currently amended) The apparatus of claim 44 wherein said transmission means is ~~comprised of~~ comprises a computer.

49. (Currently amended) The apparatus of claim 44 wherein said transmission means is ~~comprised of~~ comprises a data network.